RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #447000
Mr. G. Burns
MUTUAL WHOLESALE

APRIL: DORAL B1G1F / PROMOTION #800219

Dear Gene:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 38 skus of B1G1F Displays (Item #540971) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25184	2
Ult Light 100	12300-25185	1
Lt Box 100	12300-25189	1
FF Box 100	12300-25188	1

DISPLAY DETAIL (#540971)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

PO #032398

Product / Display Arrival:	**March 23, 1998**
Ship Date to Retail:	**Week of: April 6, 1998**
SKU CUBE :	**0.4670**
SKU WT (w/o Product):	**1.0600 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$315.67**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR APR B1G1F'

51844 9157

Source: https://www.industrydocuments.ucsf.edu/docs/qgpy0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS - BRAND MIX:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$24.50 (1.75 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

APDB1G1F.DOC

51844 9158

Source: https://www.industrydocuments.ucsf.edu/docs/qgpy0000

WHOLESALER PACKING INSTRUCTIONS

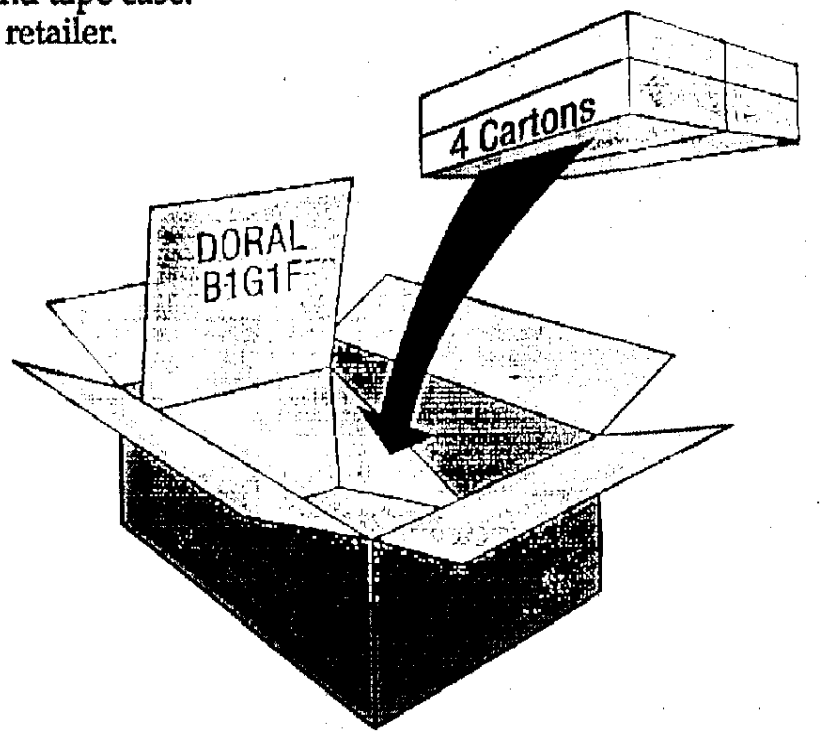
VALUE ADDED PROMOTIONS **2ND QTR. '98**

April DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 540971
Promotion Reporting Description: DOR APR B1G1F

Brand Style	MEN LT 100	ULT LT 100	LT BOX 100	FF BOX 100		
Number of Cartons	1	1	1	1		

51844 9159

Source: https://www.industrydocuments.ucsf.edu/docs/qgpy0000

April Brings A Deal With This Buy 1-Get 1 Free Promotion!

Value and quality is what your customers want. What [illegible] to [illegible] them than a favorite styles of Doral than a Buy 1 Get 1 Free Promotion.

This promotion comes in 2-pack sleeves that are pre-[illegible] and display. Easily stocked and [illegible] set up.

2-Pack Sleeve

Counter Display

Along with the 20-unit Display comes a [illegible] Pasted. These pieces work [illegible] to call attention to your [illegible] promotion. [illegible] to every [illegible] the display is a [illegible] even the smallest of counter space.

Details

- 20 Offers Per SKU
- Special complimentary [illegible] tape on gratis packs
- Offer to customer:
  - Buy 1 pack of Doral, get 1 pack free.

51844 9160

©1998 R.J. REYNOLDS TOBACCO CO.

Source: https://www.industrydocuments.ucsf.edu/docs/qgpy0000

5N55B2 WORKPLAN VAP TEMPLATE LISTING PAGE: 1
DATE: 98-02-24
TIME: 11:32 AM

WHOLESALER : 447000 MUTUAL WHOLESALE SERVICES INC. <DIRECT>
TEMPLATE : 800219 80400 DOR APR B1G1F
TEMPLATE SEQ : 0046
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162226	769329	SUNRISE FOOD MART	2650 STATE ROUTE	MAINE	NY	13802	1				(607)862-9147
162204	162226	519629	TRAVELPORT EXPRESS	735 UPPER COURT S	BINGHAMTON	NY	13904	1		3665-0000		(607)775-3500
162204	162226	753151	VINNY MART	266 CHENANGO ST #	BINGHAMTON	NY	13901	1				(607)772-1136
162204	162226	251044	HESS #32436	1153 VESTAL AVE	BINGHAMTON	NY	13903	1		0353-0204		(607)772-8585
162204	162226	762390	NICKS NEWS	144 COURT ST	BINGHAMTON	NY	13901	1				(607)773-8506
162204	162226	763635	J&J STOP N SHOP	221 CONKLIN AVE	BINGHAMTON	NY	13903	1	NYS	2890-0000		(607)723-7035
162204	162226	316818	E-Z MART	1552 CONKLIN RD	CONKLIN	NY	13748	1	NYS			(607)775-4616
162204	162226	390900	DEBIS MONROE ST MKT	1801 MONROE ST	ENDICOTT	NY	13760	1	NYS		902544	(607)785-9823
162204	162226	298484	FRONT STREET MOBIL	710 OLD FRONT ST	BINGHAMTON	NY	13905	2	NYS			(607)773-8420
162204	162226	762156	J&J STOP N SHOP	198 ROBINSON ST	BINGHAMTON	NY	13904	1	NYS	2890-0000		(607)722-1714
162204	162226	075495	NANNERY'S GROCERY	184 CLINTON ST	BINGHAMTON	NY	13905	1	NYS			(607)724-4904
162204	162226	087206	J&J STOP N SHOP	415 W MAIN ST	ENDICOTT	NY	13760	1	NYS	2890-0000		(607)785-2971
162204	162226	087208	BOB'S MOBIL/F	421 HOOPER RD	ENDWELL	NY	13760	2	NYS			(607)754-9755
162204	162226	171221	ROGER'S MARKET	109 NORTH ST	ENDICOTT	NY	13760	2	NYS			(607)785-0981
162204	162231	251033	HESS #32432F	3808 VESTAL PKY E	VESTAL	NY	13850	1	NYS	0353-0304		(607)798-0685
162205	162233	691489	E-Z MART #4	RT 12	GREENE	NY	13778	2				(607)656-9339
162205	162231	632693	S & D PETROLEUM	ROUTE 26	CINCINNATUS	NY	13040	1	NYS			
162206	162233	716109	J&K CORNER CIGAR	25 N BROAD ST	NORWICH	NY	13815	2				(607)334-9212
162206	162233	171481	YE OLDE POLKE STORE	RR 4 BOX 235	NORWICH	NY	13815	2				(607)334-5489
162210	162233	517247	ARKVILLE COUNTRY ST	ROUTE 28	ARKVILLE	NY	12406	1				(914)586-2442
162210		658711	SAYDE'S COUNTRY STO	MAIN & LAKE STREE	FLEISCHMANNS	NY	12430	1				(914)254-4010
162210	162233	727917	WALTON VARIETY	137 DELAWARE ST	WALTON	NY	13856	2				(607)865-9289
162605	162231	269537	LAWLERS GROCERY	1423 STATE ROUTE	OWEGO	NY	13827	3	NYS			(607)687-9843
162605	162231	089394	COMMUNITY SHOP IGA	106 NORTH AVE	OWEGO	NY	13827	2	NYS			(607)687-4287
162605		269533	JOHNS FINE FOODS	88 NORTH AVE	OWEGO	NY	13827	1	NYS			(607)687-2470

PAGE BREAK TOTAL ACCOUNTS 25 TOTAL QUANTITY 35

TEMPLATE TOTAL ACCOUNTS 25 TOTAL QUANTITY 35

51844 9161

Source: https://www.industrydocuments.ucsf.edu/docs/qgpy0000